Impact of OTT Platforms on Adolescents: A Case study of Karnataka

Synopsis of the Thesis to be submitted to the Karnataka State Akkamahadevi Women's University, Vijayapura for the award of the Degree of

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1.Introduction:

Over the-Top platforms are online services that can be regarded as audiovisual services. Now OTT Platforms are mainstream media. These days' Over-the-Top services are the main platforms for reaching the target audience directly. Nowadays online entertainment platforms are in around the world have marked a major growth. In this modern era and due to the advancement in the online-based delivery system, we can easily access OTT platforms through the internet. OTT Stands for "Over-the-Top" and refers to the productized practice of streaming content to viewers directly over the web. OTT Platforms stands for the future of entertainment. These platforms are also commonly applied to Video-On-Demand (VOD) platforms.

Over-the-Top services are clearly representing the future of media. Representing the best way of entertainment in the present era. The media and entertainment industry has emerged in the OTT market due to an increase in the number of subscribers. OTT refers to movies and series that are delivered directly to the internet user without using any cable or satellite television. Viewers can access video content through OTT apps on any Internet-connected device like Smartphones, laptops, smart TV, tablet, desktop computer, etc. OTT platforms give a good viewing experience with greatly improved audio and visual quality, provided the subscribers have good internet service.

The internet supplier might aware of the content of the internet protocol packet but is not responsible for, nor ready to control, the viewing abilities, copyrights, as well as the distribution of the content. Over-the-Top services contrast with the buying or rental of video or audio content from an internet service provider, like pay TV, video on demand (VOD), and internet protocol television. OTT alludes to content from an outsider that is delivered to an end-user.

The OTT Applications have become the most downloaded apps category ahead of Social networking applications like Facebook, messaging apps like WhatsApp, and e-commerce apps like Amazon and Flipkart. The streaming market will represent 46% of the overall growth in the Indian entertainment and media industry from 2017 to 2022.

The change in structure and format of the media industry has been experienced all around the world. OTT platforms are highly well known in developed countries with North America as the worldwide leader in the consumption of Over-the-Top services due to better internet connectivity and content suppliers. The major OTT service providers are Netflix, HULU, Amazon Prime, Hotstar, Zee 5, Voot, and many others.

There are almost 40 VoD (Video on Demand) providers in India, and at the rate where new players are jumping up, the number is relied upon to reach 100 by 2023. While nearby players like Hotstar and Jio cinema have gained a more grounded balance in the domestic market, global platforms like Netflix and Amazon Prime have also consistently developed their portion of the overall industry. The OTT (Over-the-Top) apps have become the most downloaded app category ahead of social networking apps, and e-commerce apps. The streaming market totally accounts for 46% of the overall growth in the Indian entertainment and media industry from 2017 to 2022 (Sunil Gowda 2021).

With the emerging development of technology in a pandemic situation, the entertainment industry has also moved absolutely to the situation the entertainment industry has also moved totally to the form of Over-the-Top platform. The Covid-19 pandemic has changed how Indian consumers consume entertainment. While already cinema theatres were equivalents to ho hangout places and movies nowadays subscribers are more interested in Netflix-n-Chill. For

everyone, the pandemic has made consumers stay inside and hence search for more adaptive ways of entertainment. This has normally pushed the rise of the Over-the-Top platforms which were at an extremely early and struggling stage before the pandemic.

Beforehand unknown platforms such Disney+Hotstar, Netflix, Amazon Prime, Zee 5, Hulu, etc have become families. Nowadays the youngest to the oldest member, these OTT Services have something to offer to every person. While Youtube has been the central platform for dishing out such entertainment content free of cost, soon the concept of Over the Top (OTT) media channels crowded the market tapping the new media consumption habit of the new generation (Verma 2019).

The content, language, and show of the project of Over-the-Top platforms have been a reason for concern in recent times in the light of the various effects, especially on adolescents. OTT streaming services are creating enormous profit at the cost of challenging Indian cultural values and ethos among the young by presenting the film, and TV content flooded with offensive and abusive language and sex scenes. Our nation has gone through a tremendous technological revolution that advanced the new entertainment platforms through the hi-speed network, Video-On-Demand (VOD), and OTT services, and it is accepted that average Indian adolescents spend approximately 8 hours 29 minutes watching the web video content.

The TV programs and Movie content are having immense potential and capacity to influence the thought process, attitudes, and behavior of the youngsters. It is regularly seen that the youth, particularly children, and adolescents are well-suited to take in the dialogues and songs from movies or TV programs, and it is a deep effect on their minds consciously and subconsciously for a long. Some of the online streaming platforms are mainly anti-national content through web series is spreading that provokes the react instantly. Thus, it can be said that OTT platforms are spreading positive and negative cultures among adolescents.

2. Review of literature:

Saravanan. V.M. (2021) in his study "The Use of Online Platforms for Content Delivery; Mapping Students' Viewing Habits of Web Series on OTT Platforms" reported the growing

popularity of streaming platforms for films and web series has emerged as an important subsidiary entertaining ingredients of the Over-the-Top Platforms. This study indicates that the majority of web series viewers are young audiences between the age group of 15 to 25 years. The findings of the study reveal certain issues that prevail among younger audiences especially teens as they have access to uncensored content. This study result showed that web series are gaining popularity in India particularly in metro cities like Bangalore. This shows that web series have far-reaching implications in traditional Indian social structure. The gratification received from the series is making them glued to their favorite series. As the average time spent on watching web series increases viewers are adopting or accepting certain cultural norms.

Kaneenika Jain (2021) in her study "the Rise of OTT Platform; Changing Consumer Preference" found that the consumers are now well informed and acquainted with new technology and the emerging trends in the entertainment sector. This scenario is highly responsible for the growth of OTT platforms all around the world. This article draws attention to the rise of OTT, the factor influencing its success, and the major players catering to the target audience. The market of OTT will grow rapidly in the coming years too. The video streaming companies will now face the changing preferences for OTT platforms instead of entertainment offline.

Raj Priya, Pias Mondal, and Trinley Paldon (2021) in their study "Understanding the Intentions of Students to Use OTT Platforms" explores the relationship between Over the Top (OTT), Social gratification, consumer engagement towards OTT platforms, and Subscription intention. The finding of this study suggested that the consumers are more involved with OTT platforms that define who they are and it is also found from the study that to use the OTT platform, the buyer should have interactive technologies in their smart devices and they must be literate.

Shwetha Mishra and Vanitha Esaimani (2020) in their study "A Study on Popularity of Netflix among Youth" reveals that Netflix must continue to recognize viewer trends before its competition, and adjust its strategy to best take advantage of those trends. Netflix has turned out to be one thing that is touching many lives in different areas and continues to remain the most prevalent facility in the teenage segment. This study shows Netflix services have their pros and cons, though it continues to be the leader in its business domain. The new and potent entrants

might have disturbed Netflix a bit, but it still has a target audience and has successfully restored its goodwill for decades.

Rahul. M. and DineshBabu. S. (2021) in their study "A Comparative Study on OTT Platform Censorship and Policies in India" examine the different types of OTT platform censorship around the world and find out how censorship has been conducted in different countries. This censorship regulation will be compared to the Indian regulation of OTT platforms. The Indian censorship system is unique in that it has implemented a way for viewers and OTT companies. This study covers only a few countries, including India. This study does not cover the maximum extent of OTT platform censorship. This study is a small copy of the analysis of border OTT platform censorship.

Prapti Das Mallik (2021) in her study "Impact of Over the Top (OTT) Platform in Film Industry: A Critical Analysis" found the concept of Over the Top (OTT) Platforms and its growth during the Covid-19 pandemic. This study shows that OTT Platforms are the new face of the film industry and also a growing form of entertainment nowadays. He tries to analyze the impact of OTT video streaming services viewership during the lockdown period and how the OTT market will be a magical multiplier for the film industry. The finding of this study shows that OTT platforms are better for releasing new films and the future of OTT platforms in India is Bright.

Navsangeeth Saini (2020) in her study "Usage of OTT Platforms During Covid-19 Lockdown: Trends, Rationale, and Implication" examine that there is a discernible rise in the prevalence of OTT as a preferred platform, a habit solidified by the formerly unheard of lockdown due to the highly virulent Covid-19 pandemic. The study shows the main reason for OTT's popularity is the availability of Cross-Cultural content. While OTT Services are looking forward to capturing a new horizon. In OTT web series emerges as another favorite program format. But TV is still popular a promising trend favoring OTT seems to be on the rise.

3. Need of the study:

As per the 2021 data, there were 4.66 billion active internet users worldwide. There are 71 percent of users are youths. Present era people can easily access OTT platforms through

smartphones, laptops, Computers, Smart TVs, etc. OTT platform's contents are influenced in many ways among adolescents. Though very few research or books are available on the Impact of OTT platforms on adolescents. Therefore, the present study is a dire need to study the standards of OTT and its impact on adolescents and analysis the behavioral changes of adolescents in general.

4. Theoretical Formwork:

A)Behavioral change theory:

Behavior changes are often a goal for staff working directly with constituents, organizations, and governments of communities. Individuals charged with this task can be thought of as "interventionists" whose goal is to design and implement programs or interventions that produce the desired behavioral changes (Glanz, Lewis, and Rimers-1990). There is a wide scope of personal, social, and environmental factors that impact the behavior. Personal factors are beliefs, knowledge, attitudes, skills, and genetics. Social factors such as; interaction with other people including friends, family, and the community.

Behavioral change is generally best served by a mix of interventions, delivered over a long period and modified in response to measured impact. Interventions that only address factors at the individual level and do not take into account the social and environmental influences. In recent years there is much interest in theories and models of behavior change largely drawn from psychology and informed by economics and sociology. They consider the wide range of psychological, social, societal, and contextual factors such as emotions, habits, and routines. The theories of change support interventions by describing how behaviors develop and change over time. Behavioral models are designed to help us understand behavior and identify the underlying factors that influence it. An understanding of both aspects is needed to develop effective intervention strategies.

B)Cognitive theory:

Social cognitive theory is a learning theory developed by the renowned Stanford psychology professor Albert Bandura. The theory provides a framework for understanding how people actively shape and are shaped by their environment. In particular, the theory of the processes of

observational learning and modeling, and the influence of self-efficacy on the production of behavior. (Cynthia Vinney-2019). Cognitive-behavioral theory refers to the role of cognition in the behavioral pattern of the individual. By formulating self-concepts of the individual's own accord, their behavior is directly affected. The concept can be based on extrinsic or intrinsic factors, both positive and negative. Cognitive theory is the most relevant to the present research.
This theory gives us a clear understanding of how cognitive learning can impact the life of the individual. It explains how internal and external factors influence an individual's mental processes to supplement learning. The processes are such as attention, observation, retrieval from long-term memory, and categorization. Most of the researchers have made a significant contribution to this theory likewise Jean Piaget recognized that the environment plays a huge role and also focused on changes that take place in the internal cognitive structure.

5. Statement of the problem:

OTT platforms are representing the future of media. OTT platforms are also commonly applied to Video-On-Demand (VOD) platforms. These days' youths and adolescents are much more addicted to streaming Platforms. The purpose of this research is to find out any relationship between the adolescents and their awareness, use, and impact of OTT platforms. Therefore, it felt necessary to have an in-depth study on "Impact of OTT platforms on adolescents: A case study of Karnataka"

6. Objectives

The main aim of the research entitles "**Impact of OTT (Over-the-top) Platforms on Adolescents: A Case Study of Karnataka**" is to cover the following objectives:

1. To know the socio-demographic characteristics of the respondents.
2. To study the digital media habits among adolescents.
3. To examine the impact of OTT platforms on the behavior of adolescents.
4. To know the preference of adolescents towards the OTT platforms.
5. To find the impact of OTT on the career, education, and health of adolescents.

7. Research Methodology

The scope of the present study is limited to examining the impact of OTT platforms on adolescents in the Karnataka state. The present study is mainly based on the primary data collected from sample respondents.

i)Research design:

Descriptive research gives a highly accurate picture, locating new data that may contradict past data, creating sets of categories and providing clarification on sequences and steps, documenting causal processes, and reporting on the background and context of situations (Neuman 2003). The study was carried out by descriptive type of survey method. For the study questionnaire was designed to explore the understanding the respondents have about the impact of OTT platforms on adolescents in rural and urban areas of Karnataka.

ii)Area of the study:

For the present study, four revenue divisions of Karnataka have been selected. Karnataka is a state in the southwestern state of India. It was formed on 1 November 1956, with the passage of the states Reorganizations Act. As per whole population details from the census 2011, Karnataka has a population of 61,095,297. As per the 2021 Aadhar statistics, Karnataka has 66,165,886 number of population. At the time of the study, Karnataka has only 31 districts. Karnataka has been divided into four revenue divisions which are Bengaluru, Mysore, Belagavi, and Kalburgi. Bengaluru division comprises the districts of Bengaluru urban, Bengaluru rural, Chikkaballapura, Chitradurga, Davanagere, Kolar, Ramanagara, Shimoga, and Tumkur districts. Mysore division comprises 8 districts of Karnataka, namely, Chamarajanagar, Chikmagalur, Dakshina Kannada, Hassan Kodagu, Mandya, Mysore, and Udupi districts. Belagavi division comprises the districts of Bagalkot, Belgaum, Vijayapura, Dharwad, Gadag, Haveri, and Uttara Kannada districts. Kalburgi district formerly named Gulbarga division and has 7 districts, namely, Bellary, Bidar, Kalaburgi, Koppal, Raichur, Yadgir, and Vijayanagar. Hence the study has been conducted in the district of Mysore, Tumkur, Bagalkot, and Raichur.

iii)Sample Size:

a)Rural:

For the present research, the multistage sampling technique has been used for the identification of the sample. Karnataka is broadly divided into four revenue divisions and comprises 31 districts. The first stage of selection has been done from four revenue divisions namely: Bengaluru, Belgaum, Kalaburgi, and Mysore. In the second stage, one district is selected from each revenue division in the third stage, four taluks are selected from each district, and as part of the fourth stage from each taluk two hobbies are selected and as part of the fifth stage from each hobby two villages are selected, in the last stage from each village 20 adolescents are selected for the collection of primary data. Based on this totally 1280 adolescents are selected as respondents.

b)Urban:

The present study is comparative, to know the impact of the OTT platform on adolescents. For the first stage, one city and 4 towns were selected from each district. In each city 40 and each town, 20 respondents were selected. Totally 480 adolescents were selected as respondents for this study.

For this research 1280 rural and 480 urban, a total of 1760 respondents were selected for primary data collection.

8. Significance of the study:

The present study also tries to find out the significant changes in adolescents through OTT platforms. The result of this study helps streaming platforms, Production houses, and series content writers to understand the capacity of the adolescents by using OTT platforms. The study also helps to maintain the provoking scenes, sexualized scenes, and content of the series and films produced by OTT production houses. This study helps to create awareness about OTT watching of adolescents.

9. Limitation of the study:

The actual limitations of the survey methods are time, human scarcity, resource constraints, recollection and communication were experienced try the researcher. It was practically not possible to contact all the adolescents in Karnataka. The study is restricted to only four districts of Karnataka, namely, Tumkur, Mysore, Bagalkot, and Raichur.

10. Chapterisation:

The present study has been organized into five chapters

Chapter-I: **Introduction:** This chapter brings out the importance of the study and background analysis of the OTT Services and growth and development of Streaming platforms in India. And states it objectives of the study, it is also including scope and limitations of the study.

Chapter-II: **Review of literature:** This chapter contains previous study's reviews. The review of literature describes and analyzes previous study on the topic.

Chapter-III: **Research methodology:** This chapter describe the research design and also outlines how analyzed the collected data. It is also including sampling tools, development of research instruments, data gathering method, statistical tests applied to the study and identification of the objectives of the study.

Chapter-IV: **Finding and Discussion:** This chapter addresses the results of the study and it is discussing with the findings of the study. This chapter also address pedagogical implication of the study.

Chapter-V: **Summary:** This chapter including Summary of the entire findings; provided with Suggestions for future study and conclusion of the study.

Bibliography: It is include cited of all relevant source, it is arranged alphabetically by author name and is provided at the end.

Appendix: Its include Questionnaire were used to collect data from respondents of the study.

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